

Title (en)
CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE

Title (de)
BILDSCHIRMÜBERGREIFENDE MESSGENAUIGKEIT IN DER WERBEPRESENZ

Title (fr)
PRÉCISION DE MESURE MULTI-ÉCRAN EN TERMES DE PERFORMANCES PUBLICITAIRES

Publication
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Application
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Abstract (en)
[origin: US2017034593A1] The present invention is directed to statistical methods for measuring cross-screen efficacy as it relates to advertising. The improved statistical methods provide the ability for advertisers and advertising agencies to predict the behaviors of consumers based on their aggregated cross-screen behavior. The system creates a new output that includes optimized user segments and classifications. A second part of the output is improved measurement and prediction of future consumer behaviors based on the processed multi-sided data on cross-screen behavior.

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